

## ORDER



**Orders**  
**Order / Rev:** 184704  
**Alt Order #:**  
**Product Desc:** SEIU/AFSCME  
**Estimate:** 1637  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/07/12 / 09/10/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/SEIU/AFSCME  
**Demographic:** A25-54  
**Product Codes:** PL23-Issue/Prop  
**Priority:** PREEMPTIBLE  
**Revenue Codes:** POL, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	33	\$40,475.00	\$34,403.75
10/01/12	10/01/12	1	\$12,500.00	\$10,625.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$40,475.00	\$34,403.75	0.00
October 2012	1	\$12,500.00	\$10,625.00	0.00
<b>Totals</b>	<b>34</b>	<b>\$52,975.00</b>	<b>\$45,028.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KMGH	09/25/12	09/28/12	6-7A News M-F/KMGH	CA	6A-7A	- TWTF - -	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- TWTF - -		2				\$600.00		0.00			
2	KMGH	09/25/12	09/28/12	GMA M-F 7-9A / KMGH	CA	7A-9A	- TWTF - -	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- TWTF - -		2				\$700.00		0.00			
3	KMGH	09/29/12	09/29/12	ABC GMA SAT	CA	Sat GMA 6A-7A	- - - - - S -	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
				GMA SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- - - - - S -		1				\$250.00		0.00			
4	KMGH	09/29/12	09/29/12	7-9a Sat Morning News	CA	7A-9A	- - - - - S -	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
				7-9a Sat Morning News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- - - - - S -		1				\$600.00		0.00			
5	KMGH	09/30/12	09/30/12	ABC GMA SUN	CA	Sun GMA 6A-7A	- - - - - S	:30	1	\$275.00	P1	0.00	NM	1	\$275.00
				GMA SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/25/12	10/01/12	- - - - - S		1				\$275.00		0.00			
6	KMGH	09/30/12	09/30/12	7A-8A SUN MORN NEWS	CA	7A-8A	- - - - - S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				7A-8A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Issue/SEIU/AFSCME  
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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KMGH	09/30/12	09/30/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-----S		1		\$500.00		0.00				
7	KMGH	09/25/12	09/28/12	The View THE VIEW	CA	10A-11A -TWTF--	:30	2	\$700.00	P3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-TWTF--		2		\$700.00		0.00				
8	KMGH	09/25/12	09/28/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P -TWTF--	:30	2	\$600.00	P1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-TWTF--		2		\$600.00		0.00				
9	KMGH	09/30/12	09/30/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	1	\$550.00	P1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-----S		1		\$550.00		0.00				
10	KMGH	09/25/12	09/28/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm -TWTF--	:30	4	\$550.00	P3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-TWTF--		4		\$550.00		0.00				
12	KMGH	09/25/12	09/28/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P -TWTF--	:30	2	\$650.00	P1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-TWTF--		2		\$650.00		0.00				
13	KMGH	09/25/12	09/28/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P -TWTF--	:30	2	\$900.00	P3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-TWTF--		2		\$900.00		0.00				
14	KMGH	09/29/12	09/29/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p -----S-	:30	1	\$550.00	P2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-----S-		1		\$550.00		0.00				
15	KMGH	09/30/12	09/30/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-----S		1		\$750.00		0.00				
16	KMGH	09/25/12	09/28/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P -TWTF--	:30	3	\$2,000.00	P2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-TWTF--		3		\$2,000.00		0.00				
17	KMGH	09/25/12	09/28/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P -TWTF--	:30	2	\$1,800.00	P2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-TWTF--		2		\$1,800.00		0.00				
18	KMGH	10/01/12	10/01/12	ABC Mon A Dancing With The Stars	CA	7P-9P M-----	:30	1	\$12,500.00	P2	0.00	NM	1	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	M-----		1		\$12,500.00		0.00				
19	KMGH	09/30/12	09/30/12	ABC Sun B ABC Sun B	CA	7P-8P -----S	:30	1	\$10,100.00	P2	0.00	NM	1	\$10,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-----S		1		\$10,100.00		0.00				
20	KMGH	09/30/12	09/30/12	ABC Sun D ABC Sun D	CA	9P-10P -----S	:30	1	\$4,200.00	P3	0.00	NM	1	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/25/12	10/01/12	-----S		1		\$4,200.00		0.00				
22	KMGH	09/25/12	10/01/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P MTWTF-S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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22	KMGH	09/25/12	10/01/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	MTWTF-S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF-S	1		\$2,000.00		0.00						
23	KMGH	09/25/12	10/01/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A	MTWTF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	2		\$300.00		0.00						
Totals													34	\$52,975.00	